



## Why New Mover Marketing Works



New mover marketing is a smart choice.

Did you know new movers spend more on goods and services in their first six months than established residents spend in two years? Also, a whopping 95% say they would visit a local business that welcomed them to their new home! That's a hard statistic to ignore! The goal of our New Mover Marketing program is to help



you make the best first impression to folks looking for you. We believe this creates loyal customers who will return to your business again and again. Our Welcome Package is personalized and filled with actual gift certificates, not coupons, and that really grabs their attention.

## Is new mover marketing right for you?

As the director of our national New Mover Marketing team, I've talked to thousands of local business owners. One of the most common questions I am asked is, "how do I know this will work for me?". It's a fair question, because not every business is a good fit for our program. For over 45 years we have worked with local, national, and multinational companies to mom and pop stores and the largest corporations. If you're wondering how a New Mover Marketing campaign will work for you, the answer becomes clear without having to do much digging. Our program is designed for essential business categories and niche markets. When a family moves, they will want to know where to go for an oil change or a haircut. They will also want to know where to go for a nice dinner or a fun night out. And if your business is something unique, this is an incredible way to put yourself in front of a new audience every month.

**We only want to invite [new movers] to the best local businesses in their neighborhood.**

Another great feature of our New Mover Marketing program is that it's category exclusive, ZIP code driven and trackable! But what exactly does that mean? For starters, all annual partnered businesses enjoy exclusivity in our welcome package for their business type. This is a huge win for your business! This means that in any ZIP code we will only partner with one salon or barber shop. One pizza restaurant, one auto body shop, one dentist, etc. We don't want to overwhelm the new mover with several choices- we only want to invite them to the best local businesses in their neighborhood! Among several of our sponsors we have surveyed, exclusivity

is a big reason for their continued sponsorship and it's easy to understand why. The new movers perceive our welcome package as pure hospitality and, when the family arrives at your business, you make an outstanding first impression.

Our track record as an industry leader translates into incredible results.



Since our program is ZIP code driven, there are literally thousands of areas to choose from. You can even demographically focus by neighborhood to pinpoint and mail only part of a single ZIP code. You are only mailing to new movers in the coverage area of your business. No more wasted coverage, no more trial and error. Our track record as an industry leader will translate into incredible results for your business. No area is too big or too small. We love working with small businesses in small towns as much as we love working with larger corporations in big cities.

Once your business is on board, we know tracking your results is important. We have a web portal for our sponsors to see their performance, fine-tune their mailing and see reviews left. We also offer tracking with our mobile app, TruTrak®, which is available on Apple and Android devices. These solutions are intuitive, secure, and convenient. We know most business owners are very busy so we want to make sure you have all the tools you need to make your New Mover Marketing campaign a success.



If you would like to learn more about how our program can help your business bring in new, loyal customers, call me or contact us today!